COMING THIS SPRING!

A New Brand. **A Bright Future.**

Brand Identity Update

FREQUENTLY ASKED QUESTIONS

Erickson SENIOR LIVING®

WHY are we updating our community brand?
It's been over 10 years since we refreshed our brand identity and now is the perfect time to make this change. We want to distinguish ourselves from other senior living providers and make sure our brand is just as fresh and relevant as our updated amenities, services, and apartment homes.

WHAT exactly is being updated?
We're updating our community flag, entrance sign, and all the directional signs around the community. We'll also be updating our marketing materials, and next year we'll be updating our shuttle buses and badges.

WHEN is our community brand identity going to change?
Our new brand identity will launch internally and to the public this spring. Our old logo and new logo will coexist for a period of time, with the intention of fully transitioning to the new logo as soon as reasonably possible. Additional details will be provided in the coming months.

WHY were these specific new colors and icon chosen?
Our corporate marketing team did a lot of research before they recommended the new look. They talked to over 1,000 employees, residents, and prospective residents. These new colors and new logo scored best.

WHY has Erickson Living changed names?
Erickson Living is changing to Erickson Senior Living® to more clearly communicate that we are a senior living provider. It's the same company and the same leadership. We are just inserting "senior" into the name and updating the look.

WILL all communities managed by Erickson Living be updating their brand identities?
Except for Devonshire and Chatsworth in Palm Beach Gardens, all communities will be updated. Devonshire and Chatsworth had a brand update when they were purchased and it still accurately reflects who they are. They will, however, be updating their logo with the new corporate name.

WILL the brand update have any impact on monthly fees?
Fee increases are the result of many economic factors. Resident fees will not be impacted as a result of this project.

A SPECIAL NOTE FOR EMPLOYEES:
Materials are being prepared to help you transition to the new brand. They include:

- **A new brand style guide**, which will be available on eLINK.
- **Erickson Branded Solutions,** our online storefront, where newly branded materials will be available for order. For additional information, visit the Brand Management Center on eLINK or EricksonBrandedSolutions.com.